

# ORDER



**Orders**  
**Order / Rev:** 165152  
**Alt Order #:** 06846118  
**Product Desc:** HEATHER WILSON  
**Estimate:** 918924  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 08/23/12 / 09/18/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Melissa Palombo  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 814 King St Ste 200  
 Alexandria, VA 22314-3054

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heather Wilson 4 Senate  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 04/30/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	56	\$22,860.00	\$19,431.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	56	\$22,860.00	\$19,431.00	0.00
<b>Totals</b>	<b>56</b>	<b>\$22,860.00</b>	<b>\$19,431.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	23%	\$22,860.00
Market	100%	\$99,391.30

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	25%	\$24,847.83
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	52%	\$51,683.48
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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Order / Rev: 165152

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Flight Dates: 09/18/12 - 09/24/12

Advertiser: Heather Wilson 4 Senate

Product Desc: HEATHER WILSON

Estimate: 918924

**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	09/19/12	09/21/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a --WTF--	:30	2	\$425.003		0.00	NM	2	\$850.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--		2		\$425.00			0.00			
E 2	All	09/24/12	09/24/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a M-----	:30	1	\$425.003		0.00	NM	1	\$425.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1		\$425.00			0.00			
E 3	All	09/18/12	09/21/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a -TWTF--	:30	4	\$200.003		0.00	NM	4	\$800.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--		4		\$200.00			0.00			
E 4	All	09/24/12	09/24/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1		\$200.00			0.00			
E 5	All	09/19/12	09/21/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p --WTF--	:30	3	\$175.003		0.00	NM	3	\$525.00
RACHEL RAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--		3		\$175.00			0.00			
E 6	All	09/24/12	09/24/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p M-----	:30	1	\$175.003		0.00	NM	1	\$175.00
RACHEL RAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1		\$175.00			0.00			
E 7	All	09/22/12	09/22/12	Saturday Today Saturday Today	CM	Sa 5a-7a -----S-	:30	1	\$175.003		0.00	NM	1	\$175.00
SAT TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1		\$175.00			0.00			
E 8	All	09/20/12	09/21/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p ---TF--	:30	2	\$425.003		0.00	NM	2	\$850.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--		2		\$425.00			0.00			
E 9	All	09/24/12	09/24/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p M-----	:30	1	\$425.003		0.00	NM	1	\$425.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1		\$425.00			0.00			
E 10	All	09/18/12	09/20/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p -TWT---	:30	3	\$500.003		0.00	NM	3	\$1,500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWT---		3		\$500.00			0.00			
E 11	All	09/18/12	09/21/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p -TWTF--	:30	3	\$800.003		0.00	NM	3	\$2,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Advertiser: Heather Wilson 4 Senate  
 Product Desc: HEATHER WILSON  
 Estimate: 918924  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	All	09/18/12	09/21/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p -TWTF--	:30	3	\$800.003		0.00	NM	3	\$2,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--		3		\$800.00			0.00			
E 12	All	09/24/12	09/24/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p M-----	:30	1	\$800.003		0.00	NM	1	\$800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1		\$800.00			0.00			
E 13	All	09/23/12	09/23/12	NFL (Sunday) NFL (Sunday)	CM	Su 6p-930p -----S (6:15 PM-9:30 PM)	:30	1	\$2,400.003		0.00	NM	1	\$2,400.00
NFL FTBL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1		\$2,400.00			0.00			
E 14	All	09/18/12	09/21/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a ---TF--	:30	4	\$175.003		0.00	NM	4	\$700.00
TODAY SHOW III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--		4		\$175.00			0.00			
E 15	All	09/24/12	09/24/12	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p M-----	:30	1	\$2,000.001		0.00	NM	1	\$2,000.00
THE VOICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1		\$2,000.00			0.00			
E 16	All	09/19/12	09/19/12	Wednesday Prime C Wednesday Prime C	CM	W 9p-10p --W----	:30	1	\$900.003		0.00	NM	1	\$900.00
LAW & ORDER:SVU														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----		1		\$900.00			0.00			
E 17	All	09/19/12	09/21/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p --WTF--	:30	2	\$275.003		0.00	NM	2	\$550.00
DAYS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--		2		\$275.00			0.00			
E 18	All	09/24/12	09/24/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p M-----	:30	1	\$275.003		0.00	NM	1	\$275.00
DAYS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1		\$275.00			0.00			
E 19	All	09/18/12	09/21/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p -TWTF--	:30	2	\$175.003		0.00	NM	2	\$350.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--		2		\$175.00			0.00			
E 20	All	09/19/12	09/19/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a --W----	:30	1	\$300.003		0.00	NM	1	\$300.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----		1		\$300.00			0.00			
E 21	All	09/22/12	09/22/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a -----S-	:30	1	\$400.003		0.00	NM	1	\$400.00
SNL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1		\$400.00			0.00			
E 22	All	09/19/12	09/21/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p--WTF-- (10:35 PM-11:35 PM)	:30	3	\$245.003		0.00	NM	3	\$735.00
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--		3		\$245.00			0.00			
N 23	All	09/24/12	09/24/12		CM	M-F 10a-11a M-----	:30	1	\$175.003		0.00	NM	1	\$175.00

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KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Today Show III 10a										
				M-F Today Show III 10a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1		\$175.00			0.00			
N24	All	09/18/12	09/21/12	News 4 @ 630p M-F	CM	M-F 630p-7p -TWTF--	:30	4	\$500.003		0.00	NM	4	\$2,000.00
				News 4 @ 630p M-F										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		4		\$500.00			0.00			
N25	All	09/23/12	09/23/12	Sunday Today	CM	Su 7a-8a -----S	:30	1	\$250.003		0.00	NM	1	\$250.00
				Sunday Today										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1		\$250.00			0.00			
N26	All	09/18/12	09/21/12	The Insider 3p	CM	M-F 3p-330p -TWTF--	:30	4	\$200.003		0.00	NM	4	\$800.00
				The Insider 3p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		4		\$200.00			0.00			
N27	All	09/20/12	09/21/12	Inside Edition 330p	CM	M-F 330p-4p ---TF--	:30	2	\$200.003		0.00	NM	2	\$400.00
				Inside Edition 330p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2		\$200.00			0.00			
N28	All	09/24/12	09/24/12	Inside Edition 330p	CM	M-F 330p-4p M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
				Inside Edition 330p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1		\$200.00			0.00			
N29	All	09/21/12	09/21/12	News 4 @ 6p M-F	CM	M-F 6p-632p ----F--	:30	1	\$500.003		0.00	NM	1	\$500.00
				News 4 @ 6p M-F										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1		\$500.00			0.00			
N30	All	09/24/12	09/24/12	News 4 @ 6p M-F	CM	M-F 6p-632p M-----	:30	1	\$500.003		0.00	NM	1	\$500.00
				News 4 @ 6p M-F										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1		\$500.00			0.00			
N31	All	09/24/12	09/24/12	News 4 Today I 530a-6a	CM	M-F 530a-6a M-----	:30	1	\$300.003		0.00	NM	1	\$300.00
				News 4 Today I 530a-6a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1		\$300.00			0.00			

\*Tax 1 Note: ABQ 7%.

Totals 56 \$22,860.00